

STUDY MODULE DESCRIPTION FORM			
Name of the module/subject Enterprise Competitiveness			Code 1011105351011134078
Field of study Engineering Management - Part-time studies -	Profile of study (general academic, practical) (brak)	Year /Semester 3 / 5	
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) elective	
Cycle of study: First-cycle studies		Form of study (full-time, part-time) part-time	
No. of hours Lecture: 10 Classes: 10 Laboratory: - Project/seminars: -			No. of credits 4
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)	
Education areas and fields of science and art			ECTS distribution (number and %)
Responsible for subject / lecturer: dr Ewa Badzińska email: ewa.badzinska@put.poznan.pl tel. 48-61-665-3390 Wydział Inżynierii Zarządzania ul. Strzelecka 11 60-965 Poznań		Responsible for subject / lecturer: dr Ewa Badzińska- email: ewa.badzinska@put.poznan.pl- tel. 48-61-665-3390 Wydział Inżynierii Zarządzania- ul. Strzelecka 11 60-965 Poznań	
Prerequisites in terms of knowledge, skills and social competencies:			
1	Knowledge	Student knows the basic theoretical knowledge from economics and management.	
2	Skills	Student describes the basic organizational structures of companies.	
3	Social competencies	Student is active in economic sphere, aware of his influence on economic processes and is able to act in an enterprising way and act due to stable development.	
Assumptions and objectives of the course:			
C1 Developing the ability and competences of understanding basic aspects of company?s competitiveness.			
C2 Transferring the knowledge about the competitive environment of a company.			
C3 Transferring the knowledge about the opportunities of getting competitive advantage of enterprise using material and non-material resources.			
Study outcomes and reference to the educational results for a field of study			
Knowledge:			
1. Student defines basic measures of competitive advantage of a company. - [K2A_W04;K2A_W05;K2A_W16]			
2. Student explains basic mechanism of growing company?s competitiveness. - [K2A_W04;K2A_W05;K2A_W16]			
3. Student knows the relations between competitiveness and innovativeness. - [K2A_W04;K2A_W05;K2A_W16]			
Skills:			
1. Student specifies the competitive position of a company. - [K2A_U01;K2A_U02;K2A_U03;K2A_U04]			
2. Student describes the role of material and non-material recourses on competitiveness. - [K2A_U01;K2A_U02;K2A_U03;K2A_U04]			
3. Student uses the cluster theories to explain the growth possibilities of the competitiveness of a company, a region and a country. - [K2A_U01;K2A_U02;K2A_U03;K2A_U04]			
Social competencies:			
1. Student is aware of a need for growing competitiveness of a company, regions and a country. - [K2A_K01;K2A_K02;K2A_K04;K2A_K04;K2A_K06]			
2. Student is responsible for common good. - [K2A_K01;K2A_K02;K2A_K04;K2A_K04;K2A_K06]			
3. Student is active in building the relations between people. - [K2A_K01;K2A_K02;K2A_K04;K2A_K04;K2A_K06]			

Assessment methods of study outcomes		
Written test ? multichoice		
Course description		
1. Theoretical aspects of company?s competitiveness. 2. The role of entrepreneurship in getting a competitive position. 3. The meaning of innovativeness in getting the competitive advantage. 4. The influence of non-material recourses (human and social capital) on building company?s competitiveness. 5. The role of Polish government on company?s competitiveness. 6. Situation in different countries taking into consideration company?s competitiveness. 7. Competitive position of Poland due to international rankings. 8. Meaning of economic crisis on Polish company?s competitive position.		
Basic bibliography:		
1. Skawińska E., Cyrson E., Zalewski R.I., Konkurencyjność przedsiębiorstw, Wyd. PP, Poznań 2011. 2. Kompendium wiedzy o konkurencyjności, red. M. Gorynia, E. Łażniewska, Wyd. Naukowe PWN, Warszawa 2009. 3. Badzińska E., Konkurowanie przedsiębiorstw w segmencie młodych konsumentów, PWE, Warszawa 2011. 4. Skawińska E., Zalewski R.I., Kłustry biznesowe w rozwoju konkurencyjności i innowacji regionów, Świat - Europa - Polska, PWE, Warszawa 2009. Konkurencyjność przedsiębiorstw ? nowe podejście, red. E. Skawińska, PWE, Warszawa 2002. 5. Porter M.E., Przewaga konkurencyjna, Wyd. Helion, Gliwice 2006.		
Additional bibliography:		
1. Zarządzanie konkurencyjnością podmiotów, red. E. Skawińska, E. Badzińska, Wyd. PP, Poznań 2010. 2. Misala J., Międzynarodowa konkurencyjność gospodarek narodowych, PWE, Warszawa 2011. 3. Porter M.E., Porter o konkurencji, PWE, Warszawa 2001. 4. Prahalad C.K., Ramaswamy V., Przyszłość konkurencji, PWE, Warszawa 2005. 5. Pierścionek Z., Strategie konkurencji i rozwoju przedsiębiorstwa, Wyd. Naukowe PWN, Warszawa 2003. 6. Strony internetowe: IMD, WEF, OECD, UE.		
Result of average student's workload		
Activity	Time (working hours)	
1. Participations in lectures	10	
2. Participations in exercises	10	
3. Preapering for the lecture	15	
4. Preapering for test	30	
5. Studing of literature	28	
6. Consultations	5	
7. Examen	2	
Student's workload		
Source of workload	hours	ECTS
Total workload	100	4
Contact hours	25	1
Practical activities	65	2